



Press release
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SKETCHER / NON-PHOTO BLUE PENCIL: the pencil that makes the sketch invisible

Geneva – May 2012 - Caran d'Ache, Maison de Haute Ecriture, has extended its Artist range with a blue pencil which lines disappear in a scan or a photocopy. The SKETCHER / NON-PHOTO BLUE PENCIL is ideal for drawing underlying sketches, making it a valuable tool for all animation artists, designers, stylists and architects.



Making preliminary sketches for a comic book, outlining animation drawings, planning illustrations, modifying architectural or technical drawings, changing a stylist's rough sketches... these are just some of the many uses of the new Caran d'Ache SKETCHER which produces a line that vanishes when photocopied or scanned.

The principle is simple. The artist's imagination is captured in a sketch made with the new pencil (1). The definitive line is then drawn on top with a felt-tip or in black ink (3). The blue pencil marks are left in place because when the drawing is scanned or photocopied only the ink will be visible (some colour adjustment in the reproduction may be needed (4)). The pencil allows the sketches to be modified as often as necessary without affecting the clarity or precision of the final lines (2). The Caran d'Ache SKETCHER is the ideal tool for creative professionals who like to give their imagination free rein at the preliminary stage of a drawing or a project.

This practical feature appealed to the comic book artist, Dove McHargue, who teaches drawing at Savannah College of Art and Design® (USA): *"Non-photo blue is an essential part of my comic creating process from the rough blocking-in phase to tight pencils. The Caran d'Ache Sketcher enables me*

to draw loosely and create without needing to erase after inking or having to worry about smudges on my pages."

The SKETCHER is produced with the same Swiss Made expertise that goes into all Caran d'Ache pencils and has built their reputation for quality. Its fine lead is soft yet strong and its particular advantage is that erases easily (with an incorporated eraser). The SKETCHER is an essential tool for drawing and correcting as often as necessary.

For any further information please contact:

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